

NextMedia's Texoma Stations, one licensed to Okla., and two registered to Texas---97.5 KLAQ-FM, 93.1 KMKT-FM, and 102.5 KMAQ-FM---are all three committed to providing local radio content that directly affects the listeners of North Texas and Southern Oklahoma. The following is just a brief insight into the things our stations do to keep our listeners informed, in touch, and involved in the communities we serve:

LOCAL NEWS

All three of our stations, KLAQ/KMKT/KMAQ provide the latest local news and information by giving listeners three different newscasts each hour during morning drive, and on two of the three stations, we provide three more newscasts each afternoon during afternoon drive. Our on-air personalities also use the information in those newscasts to invoke on-air discussions with listeners about the events and issues of the day. With our contacts through local law enforcement agencies and organizations, we are also able to provide breaking news to listeners. For instance, a recent accident on Highway 75 had BOTH sides of the highway shut down, and we were able to help provide alternate route information to listeners because of our relationships with law enforcement. An example of local discussion: a recent story about two local high school football players that were arrested as they were getting off the bus for a football game, bonded, and returned in time to PLAY in the second half of the game, was put to the listener for opinion by one of our morning shows.

LOCAL PUBLIC AFFAIRS

Our stations contact local organizations and leaders and not only encourage them to send us information about events coming up, but we also encourage them to come into the studios and talk about those events on air with our jocks. Interviews last anywhere from two minutes to approximately ten minutes. We also invite groups to tour our stations, groups like Boy Scouts, Juvenile Alternatives, and Girl Scouts. This allows them to see first hand exactly how a radio station is run, and how a radio station works. We also put them on air in the studios with our jocks, letting them tell a little about themselves. Going back to the newscasts, we also include at least one local event information story in our newscasts.

CREATING OR SELECTING PROGRAMMING

We are constantly asking our communities, and our audiences, what they want and expect from their radio stations. We conduct polls on-air websites about music, local events, and local sports, and other issues. Each of our station websites has emails listed for them to make comments or suggestions about our programming. In Southern Oklahoma and North Texas, football reigns as king! Because we know this about our communities and listeners, we preempt regular programming to bring local high school football to them! And on one of our stations, we run a weekly high school football coaches' show where local coaches answer questions about the previous week's games, and questions of the upcoming night's game.

EMERGENCY PROGRAMMING

Each studio is equipped with our "studio hotline", as well as the number for our Operations Manager, so emergency information can be passed along quickly. If at any time, there is an emergency, they pick up the phone, and call our stations. We then are ready to put information on the air within a few minutes. This has been utilized as recently as the spring when power was lost due to storms, both utility companies were able to be interviewed about what happened, and how quickly power would be restored to area residents. We are also equipped in all three studios to have local meteorologists from one of the local television stations on air with us to keep listeners informed with weather coverage, immediately, and effectively. Our relationships with the local law enforcement agencies, fire departments, and emergency management teams is excellent, and they have personal contact information for several of our on air staff in case of an emergency. Of course, we are also active in both the EAS and AMBER ALERT plans.

POLITICAL PROGRAMMING

Our radio stations are active in trying to encourage as many people as possible to

register to vote in elections. When deadlines are near, we make sure to cover them in our local newscasts. We also inform listeners about details of elections and who is represented for the respective parties or what type of issue they are voting on. Our newscasts also contain election results once they are available.

CIVIC, CULTURAL, AND OTHER COMMUNITY RESPONSIVE PROGRAMMING

We are dedicated to keeping the public informed about the numerous, and diverse events happening throughout the year in Texoma. As stated previously, all three stations broadcast local high school football games. Our stations are very involved with the local chambers of commerce, and our on air personalities air information about new businesses, chamber events, fundraisers, and other local events, including live broadcasts from some of those events. We participate in county fairs, rodeos, the Taste of Texoma, the downtown fall festivals, benefits for groups like the JayCees, and other local events. Our stations even provide lost dog announcements on air for our listeners. Every year, we participate in the local holiday parades, we're involved in toy runs, we run a three day food drive for the Salvation Army where our personalities from all three stations literally LIVE on the parking lot of a local grocery store, as well as run toy drives on air for needy children in the area. Our employees devote much of their spare time to organizations like the Chambers of Commerce, the animal shelter, and numerous other charities and events. Our on air talent works with local law enforcement closely during holidays to remind listeners of the laws in place, i.e., fireworks inside city limits, and having designated drivers. An example: one of our stations recently interviewed a Texas Game Warden about boater laws and boater safety. This is just one example of the many activities our stations do to keep listeners informed about local events.

MUSIC

Local bands are important to our communities, and our stations. We actively support local talent by playing new music on the air. Our stations also invite local bands and artists in the studio for interviews and live acoustic sets. For example, our country station has a daily feature on Texas Country artists, many of whom are from the area, and we invite them in for their acoustic sets, as well as for interviews on air. Another of our stations recently added a local band's song, "Rockabye Baby", by the group, "No Exit", into their rotation. Artist websites are promoted on air, as yet another way of spreading the word of local musical acts.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

KLAK/KMKT/KMAD are committed to serving our communities and community groups by participating in several local activities and by encouraging our employees to be a part of the organizations in our area. Most recently our stations provided live broadcasts from the Chickasaw Nation Annual Meeting and Festival. We also broadcasted live from the Bryan and Grayson County Fair, as well as the Denison Fall Festival, and the Denison Jaycee's Beerfest 2004 to raise money for needy children at Christmas. We are active in Chamber of Commerce committees, March of Dimes, and the Salvation Army, just to name a few. We invite businesses and organizations to send us information about upcoming fundraisers, blood drives, vaccinations, and other events. For example, the Texoma Regional Blood Center was in desperate need of donations, so we held a blood drive in both winter and summer. Helping the blood center to fill their banks back up.

These are just a few ways NextMedia's Texoma Oklahoma and Texas stations—97.5 KLAK-FM, 93.1 KMKT-FM, and 102.5 KMAD-FM are already committed and dedicated to providing local radio to the people of North Texas and Southern Oklahoma.

Sincerely,

Scot D. Herd
Vice President/General Manager

KLAK/KMKT/KMAD
NextMedia-Denison, Tx.

903-463-6800
903-463-9816 (fax)

--MMEX722aced78ce1716a53857b5192c5d9b9--